SEVENTH MAJOR APPLIANCE STATISTICAL & MARKETING REPORT ANNUAL

Microwaves lead shipment gains; building sector slows other areas

Microwave ovens will, by far, lead the pack in appliance shipment increases this year, with a projected 26.3 percent gain over 1980's totals. Room air conditioners are also showing strength and should finish the year 8.1 percent ahead, while room-type air cleaners will boost their shipment numbers by 25 percent.

For the balance of major appliance categories, however, the results will be nothing to cheer about for the second year in a row. In fact, the best thing that can be said is that unit shipments did not suffer the severe declines reported in 1980. Yes, some categories like ranges and trash compactors did continue to lose ground, but others, like refrigerators, washers, dryers and dishwashers, showed at least minimal growth in unit shipments.

The combination of high interest rates and the resultant malaise of the housing market, plus consumers' cautious attitude about assuming further debt have continued to suppress major appliance sales at the retail level. Consequently, shipments from suppliers to retail outlets have been forced to drop as well.

Microwaves increase penetration

Microwave oven shipments show no signs of slowing as market saturation of this category is estimated to be only around 22 percent. Interest in the product continues to grow fast as consumers see more of these appliances in use in their neighbors' homes. In-store demonstrations and cooking classes also let consumers see the ovens in action and give them the chance to learn first-hand about the increased cooking versatility they provide.

In addition, as the work force adds more wives to its rosters, and as the affluent singles market boosts its numbers, there will be greater demand for time-saving appliances like microwaves.

The action continues to be in the more popularly-priced countertop models. New introductions now encompass features which used to appear only on the more costly units. Still, shipments in the expensive microwave/range combinations will show significant growth (almost 11 percent) this year.

A strong consumer interest in air purification enabled suppliers to boost shipments of room-type air cleaners to 75,000 units this year. Meanwhile, consumers' memories of a hot 1980 led pre-season sales of room air conditioners off to a soaring start. Early breaking heat waves kept cash registers ringing across the country from May through July.

Sales were so strong that several manufacturers shipped virtually all their in-stock production by July. If they could have produced more quickly they could no doubt have increased the total number of shipments substantially above the 8.1 percent gain expected to be realized this year.

But production in room air conditioners, like all major appliance areas this year, was tempered by at least some degree of caution.

Retailers, concerned with the condition of the economy and their own lack of cash flow, plus the hardships of consumer financing and warehousing expenditures, bought their inventories close and tight. They bought, not on speculation, but rather what they thought they could sell.

By the same token, manufacturers, not about to get caught with large amounts of carryover into the 1982 season, produced to order, thereby resulting in lower numbers of shipments in some categories than might otherwise have been realized.

Housing slump continues

Continued high interest rates and a sluggish housing market remain the biggest drawbacks to increasing major appliance activity both at the wholesale and retail levels. As a result, shipments were down in several categories. Trash compactors will register a 10.7 percent decline this year. Built-in electric ranges will drop 5.3 percent. Central and duct-mount air cleaners will be 1.2 percent behind last year's totals.

And unfortunately, little real relief is anticipated in the near future. Industry spokesmen report that improvement in the interest rates would have a dramatic impact on activity levels in the housing sector. But, any improvement is expected to occur gradually. Estimated housing starts for 1981 are projected to be around 1.46 million, as compared to 1.29 million for 1980.

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Fortunately, however, most major appliances are now considered by consumers to be necessities, not luxury items. "When something breaks it needs to be replaced instantly," is the attitude of some. This was probably why some categories which are builder-related, like built-in dishwashers and refrigerators still showed a gain in total shipments, as did food waste disposers. Some of these sales were no doubt replacement purchases for those units installed during the housing boom of the early 70s.

What's more, sources project that a lot of appliances already in consumers' homes are about ready to break down. Basing estimates on an average 12-year lifespan for most appliances, industry spokesmen say that about 160 million units were sold during 1968 through 1972, and thereby will soon need to be replaced.

Lifestyle plays a part

Improved lifestyles also have an impact on what appliances are shipped. The number of households is increasing in the 25 to 44 year age bracket and is expected to reach 44.1 million by 1990.

Too, the workforce is expanding with people who have worked for some time, moving ahead in their careers with improving incomes. This, in turn, is anticipated to increase the replacement cycle for brands that are perceived to have higher quality and more features. Newer households are comprised of better-educated and higher-income consumers for whom microwave ovens, dishwashers and clothes dryers become basic to ownership.

As can be seen on the charts on the following pages, many of the units shipped do illustrate a trend toward increased demand for improved features. Washers are being shipped in greater numbers in large-capacity sizes, solid-state electronic controls are edging ahead and more dryers have automatic dry controls.

Consumers are buying more ranges with pilotless ignition, cleaning systems and plug-in options like grills and rotisseries.

Still, there remains a strong cautious attitude on consumers' part toward assuming further debt. Perhaps this explains the increase in the number of units shipped to the more popularly priced catalog chains in several categories such as dishwashers, disposers, microwaves, washers and dryers.

All of the information provided by our manufacturer sources was compiled and refined by the Gralla Publications Research Department, under the direction of Robert Leibson and with the help of Selma Book, research manager.

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managing editor

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Air Treatment

Empty pipelines, heat wave push room air conditioners ahead 8.1%

Spurred by gains in room air conditioners and portable (room-type) air cleaners, the air treatment category should register a 6.3 percent total increase in shipments for 1981.

Room air conditioners will account for the lion's share of industry unit shipments increasing 8.1 percent to 3,445,000 units over 1980's figure of 3,187,000.

The strong selling season in 1980 cleared out what had been serious inventory backlogs of room air conditioners leaving manufacturers free to concentrate on filling the pipelines for 1981.

What most suppliers did not count on, however, was the bonus business reported by retailers during pre-season selling periods.

Consequently, by July, having emptied their warehouses, some suppliers reported an industry-wide shortage of goods. If they had been able to bounce back with increased production and shipments to meet the demand, there would have been an even greater gain in the units shipped for the year. But hampered by the long lead times necessary to produce compressors and other air conditioner parts, several were not in a position to ship additional units.

The initial production schedules had been tempered by the high cost of money, most suppliers finding it wise to produce largely to anticipated demand, not to stock.

This is because some manufacturers operate on the policy that they "own the goods until they are sold at retail," so they are cautious about what is shipped each season to avoid unnecessary carryover and finance charges at the retail level.

All sizes show strength

No major shifts in the size breakdowns of the units shipped are indicated. The under 7,000 Btu size will gain one percentage point for the year, up from 30 percent in 1980. The mid-sized units will lose one point, down from 29 percent, as will the 11,000 to 19,000 Btu range, down from 32 percent. Larger units, 20,000 Btu's, and over will represent 10 percent of the models shipped, a gain of one percentage point.

Over-the-counter, all sizes sold well. But, smaller units were often bought by consumers who had central systems to spot cool rooms, preferring to save on the operating costs of these larger units.

Regular room types remain the strongest category in room air conditioners, representing 89 percent of the units shipped, up two points from 1980. Casement and through-the-wall types of installation will each show a one point decline, down to four and seven percent respectively.

Suppliers are shipping fewer models at the lower end of the price spectrum. Units retailing for $150 to $250 will drop five percentage points to 27 percent. The $251 to $350 range is expected to gain one point to reach 26 percent. The $351 to $450 range and the $451 to $550 range will each gain two percentage points to reach 25 percent and 11 percent respectively.

E.E.R.'s raise retails

The growing emphasis on energy efficiency ratios (E.E.R.'s) has no doubt helped contribute to some of the price trade-ups of the units shipped. This feature reportedly adds from $20 to $100 to the retail price of a unit.

Retailers and manufacturers both have been boosting consumer awareness of the feature with p-o-p displays and in-store education programs. And, those consumers interested in saving money over the long run—not just at the time of the initial purchase—have been responding, say suppliers.

Air treatment, total factory shipments

	1981	1980	% of Change
Air Treatment, total	4,391,000	4,129,000	+6.3%
Air Conditioners, room	3,445,000	3,187,000	+8.1%
Air Cleaners, total	237,000	224,000	+5.8%
Portable (room type)	75,000	60,000	+25.0%
Central & duct mount	162,000	164,000	−1.2%
Dehumidifiers	709,000	718,000	−1.2%

Percent of room air conditioner shipments by installation types

	1981	1980
Regular	89%	87%
Casement	4%	5%
Through-the-wall	7%	8%

Percent of dehumidifier shipments by capacity

	1981	1980
15 pts. & under	9%	10%
16 - 29 pts.	60%	58%
30 pts. & over	31%	32%

Still, the demand for air conditioners in general has been so strong in 1981 that some say it has been hard to determine whether some of the more efficient units have been selling because of the E.E.R.'s or just because the unit is in-stock.

At the same time, however, seven states now have legislation which requires that the air conditioners sold meet minimum ratings of 7.5.

Meanwhile in the remaining 43 states, because initial investment is still a prime consideration with many customers, sales of energy-efficient models do not represent a significantly higher percentage overall of the units shipped in 1981. Units with high E.E.R.'s will account for 44 percent of the units shipped this year, an increase of three percentage points.

There is expected to be no real shift in the retail destinations of the room air conditioners shipped. Department stores will lose one percentage point, dropping to 16 percent. The discounters will gain one point, bringing their share to 27 percent.

Appliance/TV outlets will remain a major factor in the business, receiving 27 percent of the units shipped. The same holds true for the catalog chains which will receive 19 percent of the units.

Air cleaners gain

Reinforcing the strong market interest in air purification this year, portable air cleaners will show a significant jump of 25 percent to 75,000 units, up from the 60,000 shipped in 1980.

Central and duct-mounted units, on the other hand, will show a decline of 1.2 percent, dropping from 164,000 units to 162,000 this year. But then this category, moreso than the other air treatment areas, is directly dependent on the housing market for strong sell-throughs.

Dehumidifier shipments will also decline this year from 718,000 units to 709,000, a 1.2 percent drop. Of the units shipped, 60 percent fell in the mid-range (16- to 29-pt.) capacity, a gain of two percentage points. Both the small capacity models (15 pts. and under) and large-capacity units (30 pts. and over) will each lose a percentage point.

Appliance/TV stores and discount operations will each gain a percentage point in the number of units shipped to them, jumping to 28 and 21 percent respectively. A drop will be registered for department stores, down one point to 19 percent, and for furniture stores, down one point to five percent.

Percent of room air conditioner shipments by size

	1981	1980
Under 7,000 Btu's	31%	30%
7,000 - 10,000 Btu's	28%	29%
11,000 - 19,000 Btu's	31%	32%
20,000 Btu's and over	10%	9%

Percent of air conditioner shipments by price range

	1981	1980
Under $150	2%	2%
$150 - $250	27%	32%
$251 - $350	26%	25%
$351 - $450	25%	23%
$451 - $550	11%	9%
$551 - $650	5%	5%
$651 - $750	2%	2%
Over $750	2%	2%

Percent of room air conditioner shipments by E.E.R.

	1981	1980
High (7.5 and over)	44%	41%
Low (under 7.5)	56%	59%

Percent of dehumidifier sales by type of outlet

	1981	1980
Appliance/TV store	28%	27%
Catalog store (Sears, Penneys, etc.)	25%	25%
Catalog showroom	1%	1%
Department store	19%	20%
Discount store	21%	20%
Furniture store	5%	6%
Home improvement center	1%	1%

Percent of room air conditioner sales by type of outlet

	1981	1980
Appliance/TV store	27%	27%
Builder/contractor	4%	4%
Catalog store (Sears, Penneys, etc.)	19%	19%
Catalog showroom	3%	3%
Department store	16%	17%
Discount store	27%	26%
Furniture store	2%	2%
Home improvement center	1%	1%
Kitchen remodeler	1%	1%

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Cleanup

Built-in dishwashers, waste disposers sell to replacement market

Shipments of cleanup appliances, particularly dishwashers, have always been dependent on a strong builders' market and have suffered with the slump of new housing starts. Consequently, with this business still far from healthy, the cleanup category is expected to show only a minimal gain in shipments of 1.6 percent to 5,932,000 units over 1980's total of 5,840,000.

Total shipments of dishwashers are expected to drop 2.4 percent from 2,721,000 units last year to 2,656,000. But the severest cut will be a 12.5 percent drop in portable units to 344,000 units.

While a significant share of built-in shipments are stimulated by housing starts, this category will drop only slightly—0.7 percent from 2,328,000 to 2,312,000 units this year. Some of the built-in category's stability is evidently due to efforts by some retailers to go more aggressively after this market. Offering services such as free installation, many have boosted sales in this category for 1981.

Replacement units sold

A lot of the dishwashers to be shipped this year will be purchased as replacement units for models bought during the housing boom of the early 70s. Once a consumer has become accustomed to the time-saving convenience of a dishwasher, he no longer considers it a luxury item, but rather a necessity to be replaced as needed.

Souped-up features on some dishwashers have also stimulated activity as consumers become increasingly energy conscious. Features like reduced cycle times and reduced water usage are available. Many of the units shipped allow for air drying so that the heating element can be turned off to conserve energy.

And consumers can now turn their home's water heater to a lower setting but still be assured that the dishwasher will operate at a 140° to 150° water temperature. In addition, better insulation enables models to retain more heat, while limiting noise.

Even so, not all consumers are trading up to top-of-the-line models. Most of the volume continues to be done in mid-priced units and 44 percent of the built-in units shipped this year will retail between $300 and $399. On the other hand, of the portable units shipped more will be at higher retails. Twenty-three percent will retail for over $400, a jump of 12 percentage points over 1980.

Builders lose share

Units shipped to the builder/contractor market declined six percentage points to 31 percent this year, reflecting the malaise of the housing market.

Picking up the slack will be appliance/TV outlets and the catalog chains. Appliance/TV stores will be sent 25 percent of the dishwashers shipped, a gain of four percentage points. Catalog chains will gain two percentage points to reach 22 percent.

Dishwashers are the only appliances which do not share the distinction of having almond as the number one color shipped. Instead, multicolor panel packages rate first and will improve their showing from 38 percent to 44 percent this year. Their popularity has increased because they allow the consumer to change coloration at will to complement his current kitchen decor. And on some models, consumers get as many as four choices (one color on each side of two reversible panels) for maximum flexibility.

Almond will remain the second most popular coloration at 21 percent. White is expected to drop two percentage points from 13 to 11 percent of the units shipped. Coffee, harvest gold and wheat will each lose one percentage point.

Cleanup appliances' total factory shipments

	1981	1980	% of Change
Cleanup appliances total	5,932,000	5,840,000	+1.6%
Dishwashers, total	2,656,000	2,721,000	−2.4%
Portable	344,000	393,000	−12.5%
Built-in	2,312,000	2,328,000	−0.7%
Food waste disposers	3,067,000	2,885,000	+6.3%
Trash compactors	209,000	234,000	−10.7%

Percent of built-in dishwasher shipments by price range

	1981	1980
Under $250	12%	13%
$250 - $299	21%	24%
$300 - $349	27%	27%
$350 - $399	17%	16%
$400 - $450	14%	13%
Over $450	9%	7%

Percent of dishwasher sales by type of outlet

	1981	1980
Appliance/TV store	25%	21%
Builder/contractor	31%	37%
Catalog store (Sears, Penneys, etc.)	22%	20%
Department store	4%	4%
Discount store	8%	8%
Furniture store	1%	1%
Home improvement center	1%	1%
Kitchen remodeler	8%	8%

Waste disposers gain

Food waste disposers are showing strength this year and should register a 6.3 percent gain to 3,067,000 units shipped. As with dishwashers, many of the units installed during the housing boom of the 70s may have needed replacement, as these items too have become more of a convenience rather than a luxury in many households.

There will be significant shifts in which retail outlets will receive those units shipped this year. Appliance/TV dealers will drop two percentage points to 10 percent, a loss which will be picked up by the catalog chains to boost them to 15 percent. What's surprising, considering the current emphasis on fixing up the home, is that kitchen remodelers lost two percentage points, dropping to 12 percent.

But in keeping with the new housing slump fewer units will be shipped to builder/contractors. They are expected to decline seven percentage points to 32 percent. Plumbing contractors, on the other hand, should fare well with a gain of five points to 19 percent of the units shipped.

Department stores will receive three percent of the units shipped, a gain of one point; home improvement centers will gain three points to reach nine percent.

Trash compactors decline

Trash compactors is a category which is considered by some in the industry to be a postponable purchase in uncertain economic times. And total shipments would seem to bear this out as compactors are expected to register a 10.7 percent drop this year from 234,000 units to 209,000.

As with food waste disposers, the units shipped to the various outlets shifted to reflect the slow building trade. Builder/contractors will receive shipments three percentage points below what they received in 1980, dropping to 22 percent. Department stores also lost ground, dropping to 13 percent.

The popularly-priced catalog chains will take in 26 percent of the units shipped, a gain of six percentage points. And home improvement centers will increase one percentage point to reach two percent.

Almond is gaining strength as the key coloration in compactors increasing three percentage points to 39 percent for 1981. Wheat is also showing strength in unit shipments, increasing from nine to 11 percent.

Percent of dishwashers shipped with energy-saving cycles

	1981	1980
Energy-saving cycles	90%	88%

Percent of portable dishwashers shipped by price range

	1981	1980
Under $250	15%	18%
$250 - $299	21%	28%
$300 - $349	26%	31%
$350 - $400	15%	12%
Over $400	23%	11%

Percent of food waste disposer sales by type of outlet

	1981	1980
Appliance/TV store	10%	12%
Builder/contractor	32%	39%
Catalog store (Sears, Penneys, etc.)	15%	13%
Department store	3%	2%
Home improvement center	9%	6%
Kitchen remodeler	12%	14%
Plumbing contractor	19%	14%

Percent of dishwasher shipments by color

	1981	1980
Almond	21%	21%
Avocado	2%	2%
Coffee	2%	3%
Coppertone	1%	1%
Harvest gold	2%	3%
Wheat	4%	5%
White	11%	13%
Wood grain	4%	4%
Multicolor panel packages	44%	38%
Other	9%	10%

Percent of trash compactor shipments by color

	1981	1980
Almond	39%	36%
Avocado	5%	6%
Coffee	6%	6%
Coppertone	1%	2%
Harvest gold	7%	8%
Wheat	11%	9%
White	30%	31%
Wood grain	1%	2%

Percent of trash compactor sales by type of outlet

	1981	1980
Appliance/TV store	25%	26%
Builder/contractor	22%	25%
Catalog store (Sears, Penneys, etc.)	26%	20%
Catalog showroom	2%	2%
Department store	13%	16%
Discount store	3%	3%
Home improvement center	2%	1%
Kitchen remodeler	7%	7%

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Laundry

Most consumers still forego added features in washers and dryers

Since their category is not as dependent on the builders' market as are other appliance areas, home laundry suppliers are counting on replacement sales and customer step-ups to fully-featured models to pace washer and dryer activity this year.

But growth in these categories is expected to be minimal. Shipments will rise 1.2 percent this year to 7,749,000, up from 7,660,000 units in 1980.

The bulk of washer shipments falls in the automatic and semi-automatic category (25 in. or more in width), which is expected to move ahead 1.6 percent this year as shipments reach 4,188,000 units.

Total dryers will gain slightly in the number of units shipped, up 0.7 percent to 3,163,000.

Although washers and dryers are often sold in pairs, washers are no doubt the appliance most in demand. Although considered by most homeowners to be a necessity, purchases of dryers can be more easily postponed in times of economic unrest or when climatic conditions permit. But, say suppliers, "when the washer breaks the consumer has no choice but to go out and buy."

And when they do buy, capacity is a factor. Most of the units shipped this year will fall in the 18-lb. capacity range. This segment will show a two percentage point gain, climbing from 46 to 48 percent.

Energy-savers gain slowly

Energy-saving features are also becoming more evident on washers. Electronic solid state controls edged up slightly to five percent (a one point gain) of the units shipped.

Other energy-saving features available include adjustable water levels and load controls to save water, as well as cold-rinse options.

Since washers are usually replacement sales, not factors in kitchen remodeling, consumers often tend to be satisfied with the more basic models. Because these appliances tend to be relegated to the basement or garage, the consumer may feel this is an excellent appliance on which to save money. If it cleans the clothes, the extra features are not really necessary, they say.

Consumers, therefore, often willing to forego those controls which enable them to program the machines to perform specialized functions like picking agitator and spin speeds or rinse temperatures at the touch of a button.

And although washers are equipped with the yellow tags stating the estimated annual operating costs, this is a product category where energy conservation is of lesser concern than it is in dishwashers and refrigerators.

This is partly due to the fact that washers, unlike refrigerators, are not used on a daily basis by most consumers. Also, say some in the industry; there are more variables to be considered in the accurancy of those estimates for washers. The cost of operating the appliance can be easily adjusted depending on how the appliance is used—are smaller loads being washed; are more cold water rinses being used?

Dryers have auto settings

Electronic controls in dryers also showed a one percentage point gain to number five percent of the units shipped. And automatic fabric settings continue to gain strength with a two percentage point jump from 67 to 69 percent.

Because of the easy accessibility to electric lines when many new homes were built in the past couple of decades, electric dryers (25 in. or more in width) account for about two-thirds of dryer shipments. And this segment gained slightly in 1981 to reach 2,271,000 units, an increase of 0.6 percent.

Still, gas dryers showed a shipment increase of 1.5 percent, possibly due in part to increased promotional advertising activity by gas utilities around the country. Gas dryers (25 in. or more in width) shipped in 1981 will be up to 686,000 units.

Outlet share shifts

The price-competitive catalog chains are projected to receive a greater number of units this year in laundry products, jumping three percentage points in both washers and dryers. The builder/contractors will edge up slightly in their share of shipments from two to three percent. However, department stores will see a loss of one point in each category as will the discounters and furniture stores.

Because washers and dryers are usually not color-coordinated with the other appliances in the home (due to their basement or garage positioning), white will again be the number one color shipped in 1981. Even so, white will account for fewer units, declining two percentage points to 62 percent in washers; down one point to 61 percent in dryers.

Almond picked up the slack gaining four points in washers to represent 26 of the units shipped; three points in dryers to reach 27 percent. Harvest gold is expected to lose popularity in both washers and dryers, as will wheat in washers.

Compact washers are strong

Reflecting greater interest in the multiple housing market and more "singles" households, compact washer shipments will show increased strength this year totalling 284,000 units, a gain of 6.8 percent. Compact dryers, however, will dip slightly to 206,000 units, a 0.5 percent decline.

Because of the increasing number of imports from overseas in these categories, the market has become more price-sensitive. Consequently, the ease of selling these less complicated units has enabled outlets like the catalog chains to grab a greater share in the marketplace. They are expected to gain two percentage points, jumping from 11 to 13 percent of the units shipped. Appliance/TV stores will lose two points, dropping to 49 percent.

Home laundry appliances: total factory shipments

	1981	1980	% of Change
Laundry, total	7,749,000	7,660,000	+1.2%
Washers, total	4,586,000	4,520,000	+1.5%
Auto. & semi-auto (25 in. or more in width)	4,188,000	4,122,000	+1.6%
Wringer & spinner	114,000	132,000	−13.6%
Compact washers (24 in. or less in width)	284,000	266,000	+6.8%
Dryers, total	3,163,000	3,140,000	+0.7%
Electric (25 in. or more in width)	2,271,000	2,257,000	+0.6%
Gas	686,000	676,000	+1.5%
Compact dryers (24 in. or less in width)	206,000	207,000	−0.5%

Percent of washer shipments by capacity

	1981	1980
12 lb. & under	18%	19%
14 lb.	13%	13%
16 lb.	21%	22%
18 lb. and over	48%	46%

Percent of washer and dryer shipments by number of cycles

	Washers		Dryers	
	1981	1980	1981	1980
1 - 2	29%	29%	32%	32%
3 - 4	69%	69%	66%	66%
5 or more	2%	2%	2%	2%

Percent of washer and dryer shipments by color

	Washers		Dryers	
	1981	1980	1981	1980
Almond	26%	22%	27%	24%
Avocado	2%	2%	2%	2%
Coffee	1%	1%	1%	1%
Harvest gold	5%	6%	5%	7%
Wheat	4%	5%	4%	4%
White	62%	64%	61%	62%

Percent of washer and dryer shipments by interval control type

	Washers		Dryers	
	1981	1980	1981	1980
Electronic controls	5%	4%	5%	4%
Mechanical controls	95%	96%	95%	96%

Percent of dryer shipments by type

	1981	1980
Automatic fabric settings	69%	67%
Time-dry	31%	33%

Percent of washers shipped that are portable

	1981	1980
Portable	6%	6%

Percent of compact washer and dryer sales by type of outlet

	1981	1980
Appliance/TV store	49%	51%
Builder/contractor	1%	1%
Catalog store (Sears, Penneys, etc.)	13%	11%
Catalog showroom	5%	5%
Department store	10%	10%
Discount store	12%	12%
Furniture store	10%	10%

Percent of washer and dryer sales by type of outlet

	Washers		Dryers	
	1981	1980	1981	1980
Appliance/TV store	34%	34%	33%	34%
Builder/contractor	3%	2%	3%	2%
Catalog store (Sears, Penneys, etc.)	30%	27%	30%	27%
Catalog showroom	4%	5%	4%	4%
Department store	12%	13%	12%	13%
Discount store	10%	11%	11%	12%
Furniture store	7%	8%	7%	8%

NEW RELEASES IN PRERECORDED VIDEO

(Continued from page 45)
minutes MCA Videocassette C: $55.

MISSION GALACTICA/THE CYLON ATTACK (1979) Lorne Greene, Lloyd Bridges and John Colicos star in this space adventure in which the spaceship Galactica is stranded without fuel and under attack by the Cylons. *Color 108 minutes G MCA Videocassette C: $65.*

NEIL SEDAKA IN CONCERT (1981) Taped performance of this popular performer during an appearance in Edmonton, Canada. *Color 54 minutes MCA Videocassette C: $40.*

TO KILL A MOCKINGBIRD (1962) The southern racial issue is examined in this adaptation of the Harper Lee novel. Gregory Peck stars as an Alabama lawyer, bringing up two motherless children, who chooses to defend a black man accused of raping a white woman. *B/W 129 minutes MCA Videocassette C: $55.*

Paramount

AEROBICISE (1981) Made-for home video program featuring six girls doing aerobic exercises. Ron Harris, a fashion photographer, made the tape which utilizes a good deal of special effects. *Color 113 minutes Paramount Home Video Stereo C: $66.95. Monaural C: $62.95.*

ATLANTIC CITY (1981) A romantic story in which Burt Lancaster portrays an aging gambler who meets up with Susan Sarandon, whose ambition is to become a card dealer. *Color 104 minutes R Paramount Home Video C: $79.95*

THE FAN (1981) Lauren Bacall stars as a Broadway actress who is being terrorized by a fan. James Garner co-stars. *Color 95 minutes R Paramount Home Video C: $79.95*

FRIDAY THE 13TH PART II (1981) This film takes you back to Camp Crystal Lake for more grizzly terror and murder. *Color R 87 minutes Paramount Home Video C: $79.95.*

GOING APE (1981) Danny DeVito, Tony Danza and Jessica Walter are pitted against three orangutans. *Color 87 minutes PG Paramount Home Video C: $72.95.*

THE GREAT GATSBY (1974) Paramount's third adaptation of the F. Scott Fitzgerald classic about society life on Long Island. Set in the 1920's, the movie features Robert Redford, Bruce Dern and Mia Farrow. *Color 146 minutes PG Paramount Home Video: $72.95.*

MEATBALLS (1980) Comedy starring Bill Murray (of Saturday Night Live fame) as a counselor at a summer camp. *Color 94 minutes PG Paramount Home Video C: $79.95.*

ONE EYED JACKS (1961) Marlon Brando directed and starred in this western about an outlaw who gets out of prison and searches for the man who betrayed him, only to find him a sheriff. Karl Malden and Katy Jurado also star. *Color 141 minutes Paramount Home Video C: $72.95.*

ORCA THE KILLER WHALE (1977) A fisherman, played by Richard Harris, kills a pregnant whale, which invokes retaliation from its mate. Bo Derek makes her movie debut. *Color 92 minutes PG Paramount Home Video C: $72.95.*

SERPICO (1974) Screen adaptation of Peter Maas' book about corruption in the New York police force. The story led to the Knapp Commission's investigation. Al Pacino stars as Frank Serpico, the loud-mouth cop, who was a witness to other officers on the take. *Color 130 minutes R Paramount Home Video C: $72.95.*

TO CATCH A THIEF (1955) Cary Grant portrays an ex-jewel thief who falls in love with Grace Kelly while trying to prove he is innocent of a series of crimes. *Color 103 minutes Paramount Home Video C: $72.95.*

Walt Disney

ALICE IN WONDERLAND (1951) The Lewis Carroll masterpiece is transposed into a cartoon fantasy. This tape is for rental-only. *Color 75 minutes Walt Disney Home Video.*

AMY (1981) The story of a young woman at the turn of the century who tires of her domineering husband and goes into the wilderness to teach deaf children. *Color 100 minutes Walt Disney Home Video C: $69.95.*

DARBY O'GILL AND THE LITTLE PEOPLE (1959) The tale of a traditional storyteller who matches wits with King Brian of the Leprechauns. *Color 90 minutes Walt Disney Home Video C: $69.95.*

A DREAM CALLED WALT DISNEY WORLD (1981) A tour of Walt Disney World in Orlando, FL. *Color 25 minutes Walt Disney Home Video C: $49.95.*

OLD YELLER (1957) The memorable story of a Texas pioneer family in the 1860's that is greatly affected by this yellow stray dog. *Color 84 minutes Walt Disney Home Video C: $69.95.*

A WALT DISNEY CHRISTMAS Special tape is a collection of four Disney cartoon classics: Once Upon A Winter Time (1954), Santa's Workshop (1932), The Night Before Christmas (1933) and Pluto's Christmas Tree (1952). *Color 32 minutes Walt Disney Home Video C: $44.95.*

Merchandising's TOP 50

		Last month's position	Months on chart
1.	**Airplane** *(Paramount Home Video)* **I**	2	9
2.	**Ordinary People** *(Paramount Home Video)* **I**	3	4
3.	**Nine to Five** *(Magnetic Video)* **PI**	1	7
4.	**Elephant Man** *(Paramount Home Video)* **I**	6	4
5.	**Raging Bull** *(Magnetic Video)* **I**	—	1
6.	**Popeye** *(Paramount Home Video)* **I**	5	4
7.	**Coal Miner's Daughter** *(MCA Distributing)* **GI**	10	13
8.	**Caddyshack** *(Warner Home Video)* **I**	8	8
9.	**Superman** *(Warner Home Video)* **PI**	4	21
10.	**Alien** *(Magnetic Video)* **PI**	13	16
11.	**The Incredible Shrinking Woman** *(MCA Distributing)*	—	1
12.	**The Black Stallion** *(Magnetic Video)* **I**	15	3
13.	**The Great Santini** *(Warner Home Video)*	18	3
14.	**Annie Hall** *(Magnetic Video)* **I**	—	1
15.	**Night Hawks** *(MCA Distributing)*	—	1
16.	**M*A*S*H** *(Magnetic Video)* **PI**	12	37
17.	**All That Jazz** *(MGM/CBS Home Video)* **GI**	27	11
18.	**Star Trek—The Motion Picture** *(Paramount Home Video)* **I**	14	11
19.	**And Justice For All** *(Columbia Pictures Home Entertainment)*	—	1
20.	**The Muppet Movie** *(Magnetic Video)* **PI**	11	17
21.	**The Blues Brothers** *(MCA Distributing)* **GI**	23	11
22.	**Enter The Dragon** *(Warner Home Video)* **GI**	33	19
23.	**Young Frankenstein** *(Magnetic Video)* **I**	7	4
24.	**Emmanuelle** *(Columbia Pictures Home Entertainment)* **I**	20	18
25.	**Somewhere In Time** *(Warner Home Video)*	38	2
26.	**Blazing Saddles** *(Warner Home Video)* **GI**	17	20
27.	**Flash Gordon** *(MCA Distributing)* **GI**	21	6
28.	**Fame** *(MGM/CBS Home Video)* **I**	16	7
29.	**Friday the 13th** *(Paramount Home Video)* **I**	41	7
30.	**The Godfather** *(Paramount Home Video)* **I**	49	28
31.	**Wizard of Oz** *(MGM/CBS Home Video)* **I**	47	10
32.	**Urban Cowboy** *(Paramount Home Video)* **I**	22	9
33.	**The Stunt Man** *(Magnetic Video)* **I**	9	7
34.	**Emmanuelle—Joys of a Woman** *(Paramount Home Video)*	24	12
35.	**Brubaker** *(Magnetic Video)* **I**	35	8
36.	**Every Which Way But Loose** *(Warner Home Video)* **I**	25	11
37.	**Halloween** *(Media Home Entertainment)* **I**	40	17
38.	**Dr. Zhivago** *(MGM/CBS Home Video)*	45	9
39.	**"10"** *(Warner Home Video)* **PI**	19	18
40.	**Casablanca** *(Magnetic Video)* **I**	—	1
41.	**2001—A Space Odyssey** *(MGM/CBS Home Video)* **I**	44	10
42.	**Up in Smoke** *(MCA Distributing)* **I**	50	10
43.	**Honeysuckle Rose** *(Warner Home Video)*	30	7
44.	**Cabaret** *(MGM/CBS Home Video)*	39	4
45.	**Fiddler on the Roof** *(Magnetic Video)* **I**	—	1
46.	**The Black Hole** *(Disney Home Video)* **I**	—	8
47.	**Tess** *(Columbia Pictures Home Entertainment)* **I**	—	1
48.	**Smokey and the Bandit II** *(MCA Distributing)* **GI**	26	7
49.	**My Bodyguard** *(Magnetic Video)*	34	4
50.	**Patton** *(Magnetic Video)* **GI**	—	32

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassette award—has audited retail sales of $1 million at list price. (ITA)